

**Abstract**

The purpose of the invention is to provide a means for improving the body taste, taste and flavor of foods.

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Thus, the present invention is related to a body taste improver comprising a long-chain highly unsaturated fatty acid and/or an ester thereof as a main component and a body taste-increasing component; a body taste improver comprising a long-chain highly unsaturated fatty acid and/or an ester thereof derived from a particular vegetable oil having a lot of  $\gamma$ -linolenic acid; a method for increasing the effect of a body taste improver comprising a long-chain highly unsaturated fatty acid and/or an ester thereof, comprising adding the body taste-increasing component to the body taste improver; a vegetable fat and oil composition with an  $\alpha$ -linolenic acid content of 5% or less, comprising a long-chain highly unsaturated fatty acid and/or an ester thereof; a food having an improved body taste comprising the body taste improver or the vegetable fat and oil composition; a method for improving body taste of a food, comprising adding the body taste improver or the vegetable fat and oil composition to the food; and a method for improving body taste of a food, comprising separately adding a long-chain highly unsaturated fatty acid and/or an ester thereof, and a body taste-increasing component to the food.